

ANNUAL INDEX to DUN'S REVIEW

VOLUME 60 NUMBER 2285-2296 JANUARY-DECEMBER 1952

In this index, material is listed by author, title, and subject, each entry referring to the month and page number. Broad subject headings are used; this is not a completely detailed subject index.

As a guide to the inclusiveness or nature of the material indexed, the titles of major articles are printed in *italic type* and short items are indicated by an (s).

DUN'S REVIEW deals with trends, tendencies, developments, and legislation which are significant in their effect on the policies of businesses. It serves chief executives who must consider the long-time influences of such forces. In each number are articles by authorities in their fields or resulting from research activities. There are also sections or departments, several of which report and also summarize business statistical data.

Individual lines of business are not separately

indexed for the report on "14 Important Ratios—an annual compilation, Wholesaling and Retailing" and "14 Important Ratios for 36 Manufacturing Lines."

Statistical series compiled by the publisher such as business failures, building permits, bank clearings, new business incorporations, price indexes, and regional trade information are subject indexed and can be located in "Trade Activity in 29 Regions," "The Trend of Business," and "Compass Points of Business."

Statistical series compiled by the publisher are reported in greater detail in DUN'S STATISTICAL REVIEW, also published by DUN & BRADSTREET, Inc., 99 Church Street, New York 8, N. Y.

This index is compiled by The Business Library of DUN & BRADSTREET, Inc., where more detailed information may be found by consulting a cumulative card-index file.

For more information: Separate listings covering the business connections of authors and books reviewed by the Business Bookshelf Department, may be found on pages 3 and 4 respectively.



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| American Color Trends, Faber Birren, President..... | July |
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| Behr-Manning Corp., John O. Amisue, Vice-President..... | Apr. |
| Belmont Smelting & Refining Works, Inc., George Henning, President..... | Jan. |
| Chase National Bank, G. Kellogg Rose, Vice-President..... | Oct. |
| Chicago Manufacturing Co., Carlos A. Efferion, Staff Training Director..... | Part I Jan. 11 |
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| Ciba Co., Inc., Raymond W. Jacoby, Department & Branch Manager..... | Sept. |
| Controlship Foundation Inc. and the Controller's Institute, Walter Mitchell, Jr., Managing Director..... | Feb. |
| Cross Co., Ralph E. Cross, Vice-President..... | May |
| Daystrom, Inc., Thomas Roy Jones, President..... | Apr. |
| Eastern Brass and Copper Co., Inc., Herbert Barchoff, Executive Vice-President..... | Dec. |
| Electric Products Co., Robert J. Berry, President..... | Aug. |
| Faught Co., Inc., Millard C. Faught, President..... | Oct. |
| Ferro Corp., C. D. Clatsion, President..... | Dec. |
| Firestone Tire & Rubber Co., T. G. MacGowan, Manager, Marketing Research Department..... | Aug. Sept. |
| Fruehauf Trailer Co., Roy A. Fruehauf, President..... | Nov. |
| Goodrich, B. F., Co., T. G. Graham, Vice-President..... | Feb. |
| Harvard University, Seymour E. Harris, Professor of Economics..... | Jan. |
| Heiner, Edwin I., Sales and Marketing Consultant..... | July |
| Hill and Knowlton, Inc., Don Knowlton, Partner..... | Nov. |
| Industrial Management Research Association (England), Harry Ward, Secretary..... | Mar. |
| Institute for Advanced Study, Emanuel A. Goldenweiser, Member..... | Sept. |
| International Chamber of Commerce, George A. Sloan, Chairman, U. S. Council..... | July |
| Johnson & Johnson, Robert W. Johnson, Chairman of the Board..... | Nov. |
| Earl G. Planity, Executive Counselor..... | Part I Jan. 11 |
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| National Gypsum Co., Melvin H. Baker, Chairman of the Board..... | Oct. |
| New York University, John G. Gloriot, Professor of Management..... | Oct. |
| Raymond Rogers, Professor, Graduate School of Business Administration..... | Aug. |
| Packard Motor Co., James J. Nance, President..... | June |
| Port of New York Authority, Austin J. Tobin, Executive Director..... | June |
| Public National Bank and Trust Co., Walter H. Diamond, Foreign Department Economist..... | June |
| Ruml, Beardsley..... | Sept. |
| Standard Oil Company of New Jersey, Robert C. Page, M.D., General Medical Director..... | Apr. |
| Sylvania Electric Products, Inc., Don G. Mitchell, President..... | Mar. |
| Trans World Airlines, Ralph S. Damon, President..... | Dec. |
| Trundle Engineering Co., George T. Trundle, President..... | Nov. |
| University of Illinois, Paul D. Converse, Head of Marketing Division..... | June |
| UN Department of Social Affairs, P. K. Whelpton, Director, Population Division..... | Jan. |
| John V. Grauman, Population Division..... | Jan. |
| U.S. Board of Governors of the Federal Reserve System, Oliver S. Powell, Member..... | July |
| U.S. Bureau of Labor Statistics, Edgar J. Eaton, Chief, General Price Research Branch..... | Apr. |
| U.S. Defense Production Administration, Robert Wardenhammer, Planning Staff..... | May |
| U.S. Defense Supply Management Agency, J. W. Fowler, Director..... | Nov. |
| U.S. Department of Labor, Louis Levine, Bureau of Employment Security..... | Dec. |
| U.S. Office of Small Business, N.P.A., James C. Docketay, Director, Economic and Production Research Division..... | May |
| U.S. Small Defense Plans Administration, Telford Taylor, Administrator..... | Mar. |

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| Industrial Marketing Equipment Co., Inc. (f) | May 52 |
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| Maurer, J. A., Inc. (f) | Feb. 57 |
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| Small Business in the Defense Program: A Study of Case Histories in Bridgeport | Feb. 27 |
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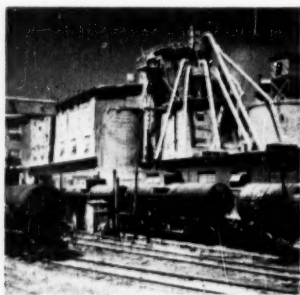
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| <p>American Institute of Accountants—Accounting Trends and Techniques in Published Corporate Annual Reports..... June Andrews, Emerson—<i>Corporation Giving</i>..... Dec.</p> <p>Bakewell, Paul, Jr.—What Are We Using for Money..... Dec. Barrie, Jane—<i>The Lumber Yard and Mrs. Barrie</i>..... Nov. Basic Elements of a Free Dynamic Society..... May Bender, James F.—<i>Make Your Letters Make Friends</i>..... May Black, George—<i>Planned Industrial Publicity</i>..... May Bolton, Howard A. and Eiteman, Wilford A.—<i>Investment Advice for Professional Men</i>..... June Boote, J. Perc—<i>The Seamless Story</i>..... Apr. Bradly, Robert A.—<i>The Citizen's Stake in Price Control</i>..... Feb. Brown, A. J. Youngson—<i>The American Economy, 1860-1940</i>..... Mar. Burn-Kelly—<i>The Prefabrication of Houses</i>..... Jan. Burns, Arthur F., ed.—<i>Wesley Clair Mitchell, the Economic Scientist</i>..... Aug. Bursk, Edward G., ed.—<i>Thinking Ahead for Business</i>..... 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